Rep Order# EC'd Yes 6832841 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104466 Last Received: **Printed:** 07/20/2012 9:19 AM 07/18/2012 3:51 PM

Showing Buylines: All Lines

Product Estimate# Station K Advertiser Fax# Buyer Phone# n KSNV-TV LAS VEGAS, NV.
tiser () DSCC IE
ct DSCC IE
ate# 1407 MAURA GILROY Agency C/P1/P2/E
Flight Dates
Hiatus Weeks Agency) GREAT AMERICAN MEDIA 1010 WISCONSIN AVE NW, S#800 WASHINGTON, DC 20007 • C/P1/P2/E 49/53/1407 Jates 10/16/2012 - 10/22/2012 Rep Firm Sales Office (Salesperson (Salesperson FAX# Salesperson Phone# 215-568-6540 215-568-1845

-- CONTRACT COMMENT --

) PHILADELPHIA) AMY MCCREARY

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	DS	SA Buyli	SA Buyli	TU-F Buyli	M Buyli	M Buyli	TU-F Buyli	TV-TH,SU Buyli	M Buyli	TU-F Buyli	Day	
Buyline Comment: NEWS	6A-7A	7A-9A ine Comment	6A-7A Buyline Comment: NES	F 7A-9A Buyline Comment: TODAY	7A-9A Buyline Comment: TODAY	6A-7A Buyline Comment: NEWS	F 6A-7A Buyline Comment: NEWS	TU-TH,SU 430A-459A Buyline Comment: NEWS	5A-6A Buyline Comment: NEWS	F 5A-6A Buyline Comment: NEWS	Time	
: NEWS		7A-9A Buyline Comment: SAT TODAY	NEG	:: TODAY	:: TODAY	: NEWS	: NEWS	A. NEWS	: NEWS	NEWS	Program	
	:30	: 30	:30	: 30	: 30	:30	:30	: 30	:30	:30	Len	
	\$375.00	\$625.00	\$375.00	\$900.00	\$900.00	\$700.00	\$700.00	\$200.00	\$450.00	\$450.00	Ract e	
	10/21-10/21	10/20-10/20	10/20-10/20	10/16-10/19	10/22-10/22	10/22-10/22	10/16-10/19	10/16-10/21	10/22-10/22	10/16-10/19		
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	\$375.00	\$1,250.00	\$375.00	\$3,600.00	\$900.00	\$700.00	\$2,800.00	\$800.00	\$450,00	\$1,800.00	otal C	
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12P-1230P Buyline Comment: NEWS	11A-12P Buyline Comment: RR	F 11A-12P Buyline Comment: RR	F 10A-11A Buyline Comment: TODAY III	10A-11A Buyline Comment: TODAY III	9A-10A Buyline Comment: TODAY II	F 9A-10A Buyline Comment: TODAY II	930A-10A Buyline Comment: CM	9A-930A Buyline Comment: NEWS	8A-9A Buyline Comment: MTP	7A-8A Buyline Comment: SUN TODAY		Time Program	1407 MAURA GILROY	KSNV-TV LAS VEGAS, NV. · () DSCC IE	6832841 Ver# 1 Mod#
													Agency C/PL/P2/E Flight Dates Hiatus Weeks	Agency (1010 WAS	0 Status Confirmed
:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30		Len	2/E 49/ 10/16) GREAT WISCONS	Traffic (
\$425.00	\$325.00	\$325.00	\$325.00	\$325.00	\$425.00	\$425.00	\$600.00	\$500.00	\$3,000.00	\$750.00	1 1 1 1	Rate	49/53/1407 10/16/2012 - 10/22/2012	() GREAT AMERICAN MEDIA 1010 WISCONSIN AVE NW, S#800 WASHINGTON, DC 20007	Traffic Order# 104466 Show
10/22-10/22	10/22-10/22	10/16-10/19	10/16-10/19	10/22-10/22	10/22-10/22	10/16-10/19	10/21-10/21	10/21-10/21	10/21-10/21	10/21-10/21		Dates	2	DIA 00	Prir Last Received: 07/ Showing Buylines: All Lincs
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\$425.00	\$325.00	\$1,300.00	\$1,300.00	\$325.00	\$425.00	\$1,700.00	\$600.00	\$500.00	\$3,000.00	\$750.00		Total Cost	540 845	HIA EARY	

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Estimate# 1407	Product	Advertiser	Station KS	Rep Order# EC'd Yes	
1407	Product DSCC E	().DSCC	Station KSNV-TV LAS VEGAS, NV	6832841	
		Ħ	ÆGAS, NV	Ver# 1	
				Mod# 0	
Agency Cl.			Agency	Ver# 1 Mod# 0 Status Confirmed	
Agency C/P1/P2/E 49/53/1407	WASHINGTON, DC 20007	1010 WISCONSIN AVE NW, S#800	() GREAT AMERICAN MEDIA	Traffic Order# 104466 Last Showing B	
				466 Pri Last Received: 07, Showing Buylines: All Lines	
Salaman	Salesperson	Sales Office	Rep Firm	Printed: 07/20// Last Received: 07/18/2012 3:51 PM ing Buylines: All Lines	
Solution Discourt 215 560 6540	on () AMY MCCREARY	$\widehat{}$		Printed: 07/20/2012 9:19 AM 07/18/2012 3:51 PM ines	
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43 TU 10P-11P Buyline Comment: PARENTHOOD	42 M 10P-11P Buyline Comment: REVOLUTION	41 TU-F 730P-8P Buyline Comment: FACE	40 M 730P-8P Buyline Comment: FACE	39 M 630P-730P Buyline Comment: JEP/WHEEL	38 TU-F 630P-730P Buyline Comment: JEP/WHEEL	37 SA 5P-630P Buyline Comment: NEWS	36 TU-F 5P-630P Buyline Comment: NEWS	35 M 5P-630P Buyline Comment: NEWS	34 M 430P-5P Buyline Comment: NEWS	33 M 430P-5P Buyline Comment: NEWS	ET In Day Time Program	Station KSNV-TV LAS VEGAS, NV. Advertiser ().DSCC IE Product DSCC IE Estimate# 1407 Buyer MAURA GILROY Phone#
					,					;		Agency (): 1010 WI WASHII Agency C/P1/P2/E Flight Dates Hiatus Weeks
:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	Len) GREAT TSCONS INGTON E 49, 10/16
\$3,200.00	\$3,200.00	\$900.00	\$900.00	\$1,300.00	\$1,300.00	\$675-00	\$1,200.00	\$1,200.00	\$725.00	\$725.00	Rate	() GREAT AMERICAN MEDIA 1010 WISCONSÍN AVE NW, S#800 WASHINGTON, DC 20007 PI/P2/E 49/53/1407 es 10/16/2012 - 10/22/2012 eks
10/16-10/16	10/22-10/22	10/16-10/19	10/22-10/22	10/22-10/22	10/16-10/19	10/20-10/20	10/16-10/19	10/22-10/22	10/22-10/22	10/22-10/22	Dates	EDIA 800
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Н	Н	42	H	щ	44	N	CO	8	4	H	Total Spots) PHILADELPHIA) AMY MCCREARY \$\tau 215-568-6540 215-568-1845
\$3,200.00	\$3,200.00	\$3,600.00	\$900.00	\$1,300.00	\$5,200.00	\$1,350.00	\$9,600.00	\$2,400.00	\$2,900.00	\$725.00	Total Cost	PHIA ŒARY 540 845
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Station KSNV-TV LAS VEGAS, NV.	Rep Order# 6832841 EC'd Yes
LAS VEGAS, NV.	_
	Iod # 0
Agency (Ver# 1 Mod# 0 Status Confirmed
) GREAT AMERICAN MEDIA	Traffic Order# 104466 Last Received Showing Buylines:
Rep Firm	Printed: 07/20/2012 9:19 AM Last Received: 07/18/2012 3:51 PM ing Buylines: All Lines

ဌ Fax# Phone# Buyer Estimate# Product Advertiser 54 ទ 52 5 50 49 48 47 46 45 44 Ę ().DSCCIE MAURA GILROY 1407 TU-F TU-F Z S TU-E ≾ Day SA SU US ζS щ Buyline Comment: NEWS AFT NEL Buyline Comment: SNF Buyline Comment: GRIMM Buyline Comment: SVU 1235A-135A 1135P-125A 1135P-125A Time 11P-1135P 11P-1135P 11P-1135P 11P-1135P 830P-930P 515P-830P 10P-11P 9P-10P Program Agency C/P1/P2/E Flight Dates Hiatus Weeks 1010 WISCONSIN AVE NW, S#800 WASHINGTON, DC 20007 /P1/P2/E 49/53/1407 :30 30 :30 :30 :30 :30 30 :30 <u>မ</u> မ :30 :30 Len 10/16/2012 - 10/22/2012 Rate \$250.00 \$500.00 \$500.00 \$1,100.00 \$1,100.00 \$1,200.00 \$1,200.00 \$1,800.00 \$2,000.00 \$10,000.00 \$2,600.00 10/16-10/19 10/16-10/19 10/22-10/22 10/21-10/21 10/20-10/20 10/22-10/22 10/21-10/21 10/16-10/19 10/21-10/21 10/20-10/20 10/19-10/19 Dates 4 Α, Н Н ட ıb. Н \vdash H <u>ш</u> \vdash Spots/Week # of Weeks Sales Office (Salesperson (Salesperson Phone# Salesperson FAX# ш Н Н 1-4 فسر \vdash) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845 щ ıΔ ıı \vdash ш بب \vdash \vdash Total Spots 4 \$2,000.00 \$1,000.00 \$500.00 \$1,100.00 \$1,100.00 \$4,800.00 \$1,800.00 \$2,000.00 \$2,600.00 \$1,200.00 \$10,000.00 Total Cost Daypart

Buyline Comment: FALLON

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Oct 12: 128 / \$101,875.00 Sales Totals: 128 / \$101,875.00 Station Totals: 128 / \$101,875.00 Lines not sent/rcld/rtrn: 0 / \$0.00 —COMPETITIVE— Market Totals \$363,839	REPORT TOTALS Report Totals: 128 / \$101,875.00	59 SU 1135P- 1205A Buyline Comment: SPORTS NIGHT	58 SA 1130P-1A Buyline Comment: SNL	57 M 135A-205A Buyline Comment: CARSON	56 TU-TH 135A-205A Buyline Comment: CARSON	55 M 1235A- 135A Buyline Comment: FALLON	LT In Day Time Program	Station KSNV-TV LAS VEGAS, NV. Advertiser () DSCC IE Product DSCC IE Estimate# 1407 Buyer MAURA GILROY Phone# Fax#	Rep Order# 6832841 Ver# 1 Mod# 0 Status EC'd Yes
CATV 0% KINV 18% XXXX 0%								Agency () 1010 WI WASHII Agency C/P1/P2/E Flight Dates Hiatus Weeks	Confirmed
KBLR KTUD		: :30	:30	:30	:30	:30	Len) GREAT WISCONS HINGTON 19/E 49/ 10/16	Traffic (
H C		\$400.00	\$1,400.00	\$175.00	\$175.00	\$250.00	Ra a t t e	() GREAT AMERICAN MEDIA 1010 WISCONSIN AVE NW, S#800 WASHINGTON, DC 20007 P1/P2/E 49/53/1407 es 10/16/2012 - 10/22/2012 eeks	Traffic Order# 104466 Shov
KINC 0%		10/21-10/21	10/20-10/20	10/22-10/22	10/16-10/18	10/22-10/22	Dates	EDIA 800	466 Prir Last Received: 07/ Showing Buylines: All Lines
KLAS KVMY		<u>د</u>	ь	ч	ω	ь	Spots/Week	Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#	Printed: 07/20/2012 9:19 AM 07/18/2012 3:51 PM Lines
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VNSX		Н	н	<u> </u>	ω	Ь	Total Spots) PHILADELPHIA) AMY MCCREARY # 215-568-6540 215-568-1845	9:19 AM
11 2 72 %		\$400.00	\$1,400.00	\$175.00	\$525.00	\$250.00	Total Cost	PHIA REARY 5540 1845	
							Daypart 		6 of 7

-- COMPETITIVE COMMENTS-

Rep Order# EC'd Yes Advertiser Station KSNV-TV LAS VEGAS, NV. Estimate# Product 1407 ().DSCCIE DSCCIE 6832841 Ver# 1 Mod# 0 Status Confirmed Agency) GREAT AMERICAN MEDIA 1010 WISCONSIN AVE NW, S#800 WASHINGTON, DC 20007 • C/P1/P2/E 49/53/1407 Dates 10/16/2012 - 10/22/2012 Traffic Order# 104466 Last Received: 07/.
Showing Buylines: All Lines **Printed:** 07/20/2012 9:19 AM 07/18/2012 3:51 PM Rep Firm Sales Office (Salesperson () PHILADELPHIA) AMY MCCREARY

Agency C/P1/P2/E Flight Dates Hiatus Weeks

Salesperson Phone# Salesperson FAX# 215-568-6540 215-568-1845

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- CREDIT RISK -

Demos Books

RA35+ NOV12 EST SHARES NEW ORDER

Phone# Fax# Buyer

MAURA GILROY

CASH IN ADVANCE